

brand.) Thus, Omni smokes and burns just like any other premium cigarette.

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► **Q: What makes Omni different?**

- **A:** Scientists at **Vector Tobacco** -- the company that manufactures Omni -- have discovered processes that significantly reduce the concentration of carcinogenic polycyclic aromatic hydrocarbons (PAHs), nitrosamines and catechols, the major causes of lung cancer in smokers. This is a groundbreaking discovery. [Learn more about the supporting research.](#)

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► **Q: Which carcinogens has Omni reduced?**

- **A:** The three groups of carcinogens that have been significantly reduced are polycyclic aromatic hydrocarbons (PAHs), tobacco specific nitrosamines (TSNAs) and catechols. PAHs, TSNAs, and catechols are among the most potent and dangerous substances in tobacco smoke in relation to lung cancer incidence. The new Vector process significantly reduces the concentration of many of the PAHs, TSNAs, and Catechols before they reach the smoker. This is an important step since it is recognized that reducing the levels of carcinogens in our environment, no matter whether they come from cigarettes or cars or manufacturing processes, should reduce overall cancer risk to the American population.

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► **Q: What are PAHs and where do they come from?**

- **A:** PAH (Polycyclic Aromatic Hydrocarbons) carcinogens are believed by many scientists to be the primary cause of lung cancer from cigarette smoke. Polycyclic Aromatic Hydrocarbons (or PAHs) are a group of over 100 different chemical compounds that can have a dramatic impact on the development of cancer in people. PAHs are very stable organic compounds made up of only carbon and hydrogen that are primarily formed by the incomplete burning of coal, oil, gas, wood, or other organic substances such as tobacco. PAHs are highly carcinogenic (i.e., can directly participate in the causation of multiple types of cancers) and very common in the environment being present in the air, water and soil throughout the United States. People are commonly exposed to PAHs through inhaling smoke from cigarettes. Other important sources of exposure come from: 1) breathing air containing PAHs released from wood smoke, car exhaust, and forest fires; 2) coming in contact with water or soil found at hazardous waste sites; 3) eating grilled or charcoal broiled meats; or 4) consuming contaminated vegetables and fruits.

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► **Q: Can PAHs cause genetic damage and even cancer?**

- **A:** PAHs are genotoxic agents, which means that once in the body, they can come into direct contact with a person's DNA and damage it, which can result in mutations and other defects that may lead to a premalignant lesion and eventually to cancer. In fact, while it remains unclear exactly how human health is affected from exposure to specific concentrations of PAHs, it has been shown that inhalation and skin exposure to mixtures of PAHs is associated with cancer in humans. For example, the Department of Health and Human Services (DHHS) has determined that exposure to some PAHs [such as benzo(a)pyrene] over long periods of time may cause lung cancer (by breathing contaminated air), stomach cancer (by ingesting contaminated food), or skin cancer (by contacting with skin).

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